

Exploring Census Data: Housing & Real Estate June 29, 2023

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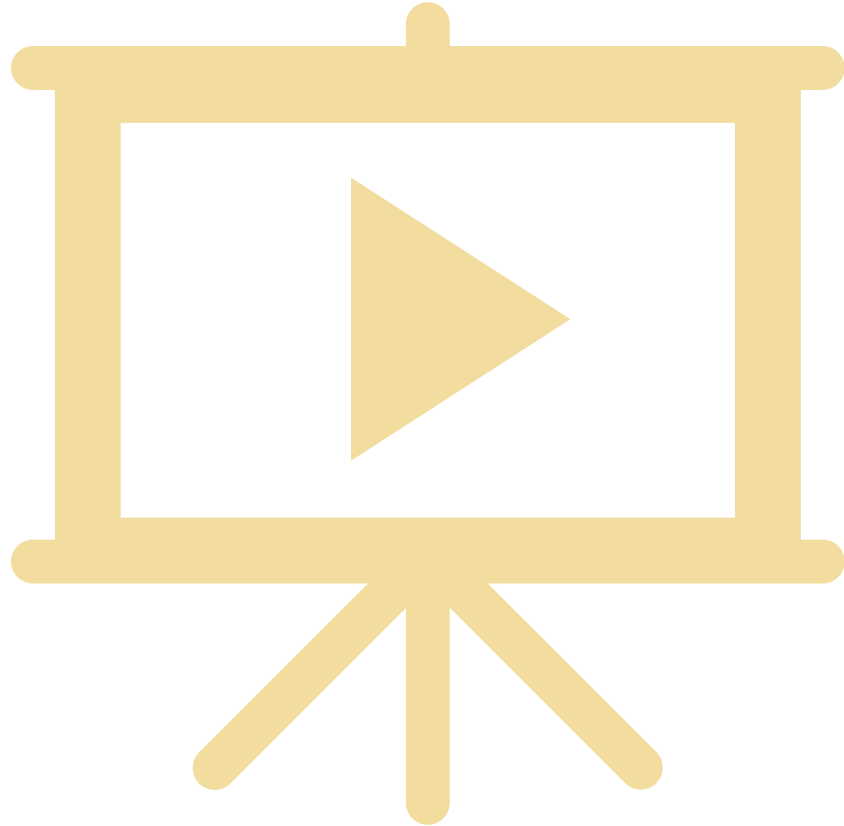
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Chief / Economic Wide Division



Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- Recorded and posted for later reference
- Learn more at: <https://www.census.gov/academy>
- View 2022 webinar series materials at: <https://www.census.gov/data/academy/webinars/series.html>





Agenda

I. About the Census Bureau

II. Data Sources:

- American Community Survey (ACS)
- Building Permit Survey (BPS)

III. Q&A

To obtain an archived copy, visit [census.gov](https://www.census.gov) / Explore Data / Census Academy / Webinars / Webinar Series
Find stories and free visualizations under 'Library'



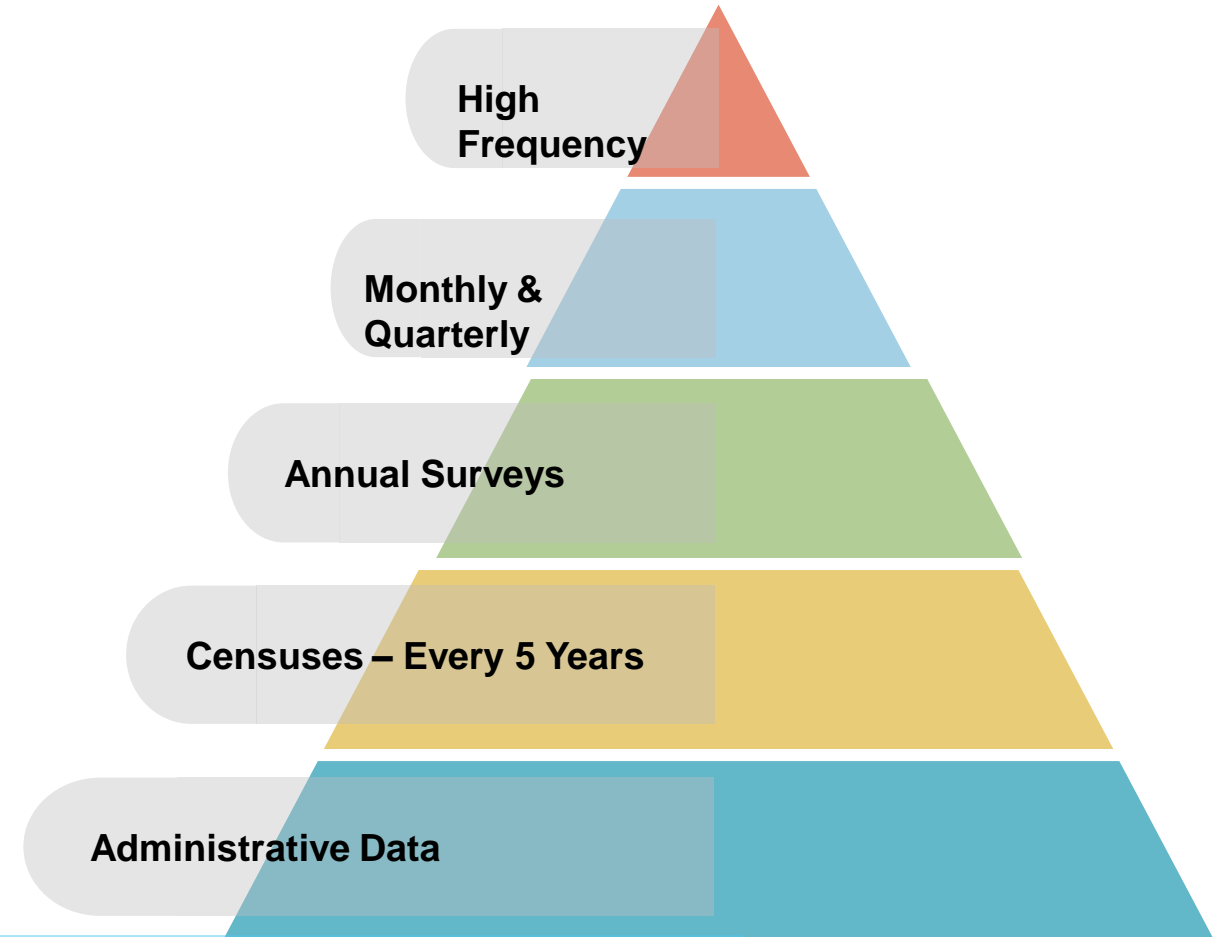
About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including:
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Economic Census** – the official five-year measure of American business
 - **The Census of Governments** – the official five-year measure of the nation's state and local government sector

Census Economic Programs

Census Bureau economic programs are a key source for official statistics:

- **NEW** High Frequency data
- Monthly and quarterly small sample surveys provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Censuses measure all businesses and governments and provide the most **COMPREHENSIVE** data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products



About the Economic Census

- The 2022 Economic Census is now underway. Companies report their 2022 year-end numbers.
- Response deadline was **March 15, 2023**.
- The Census is conducted online.
- Responses are strictly confidential. Company data is used for statistical purposes only.
 - The Census Bureau is required by law to keep information provided private and secure.
- Response is required by law.



Information Required

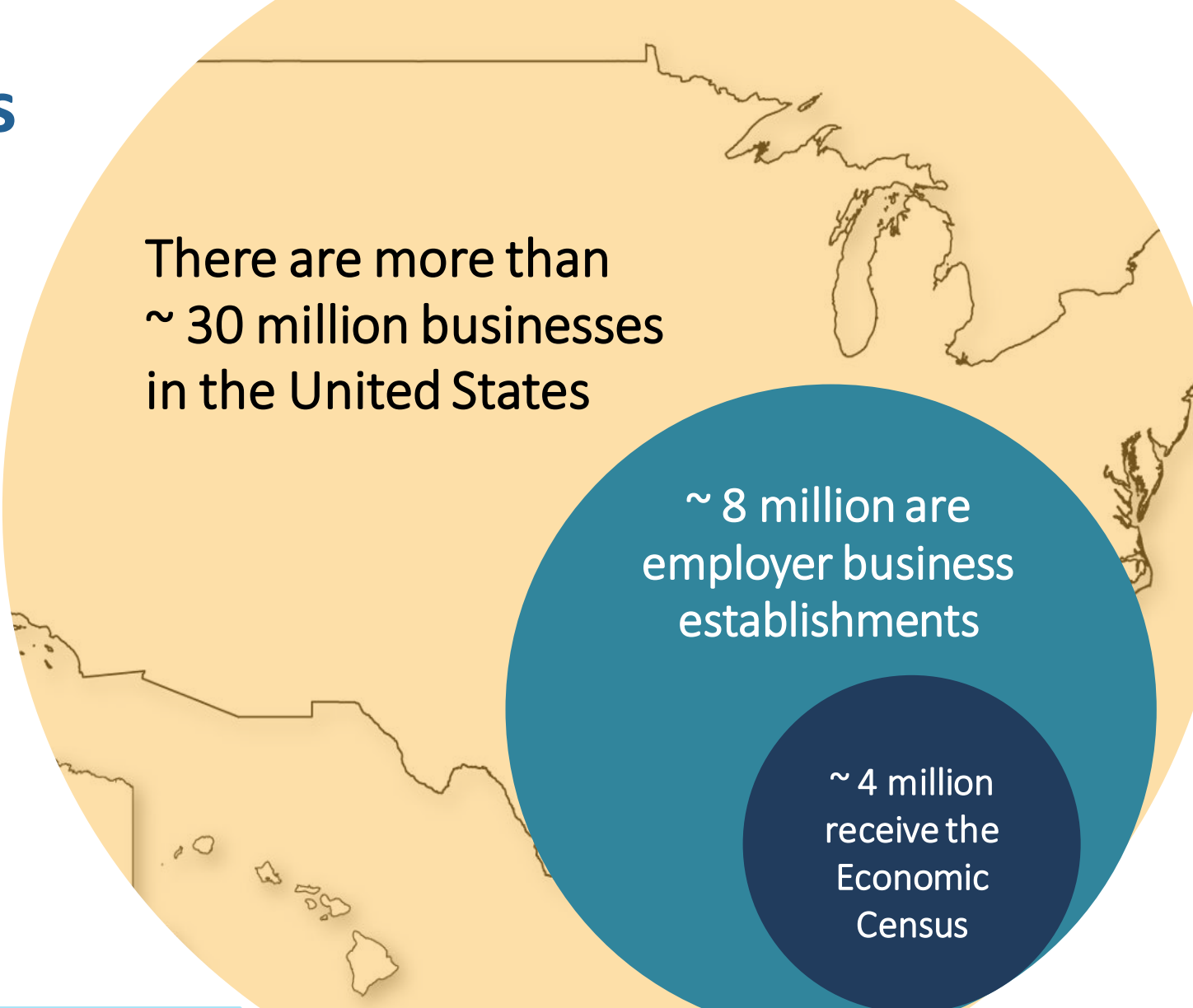
The Economic Census asks for the following information for each business location:

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions
 - Different versions of the Census for each industry



Note: Most companies do not receive the Economic Census

- Only businesses with employees, and
- Only a sample of smaller businesses are required to respond.



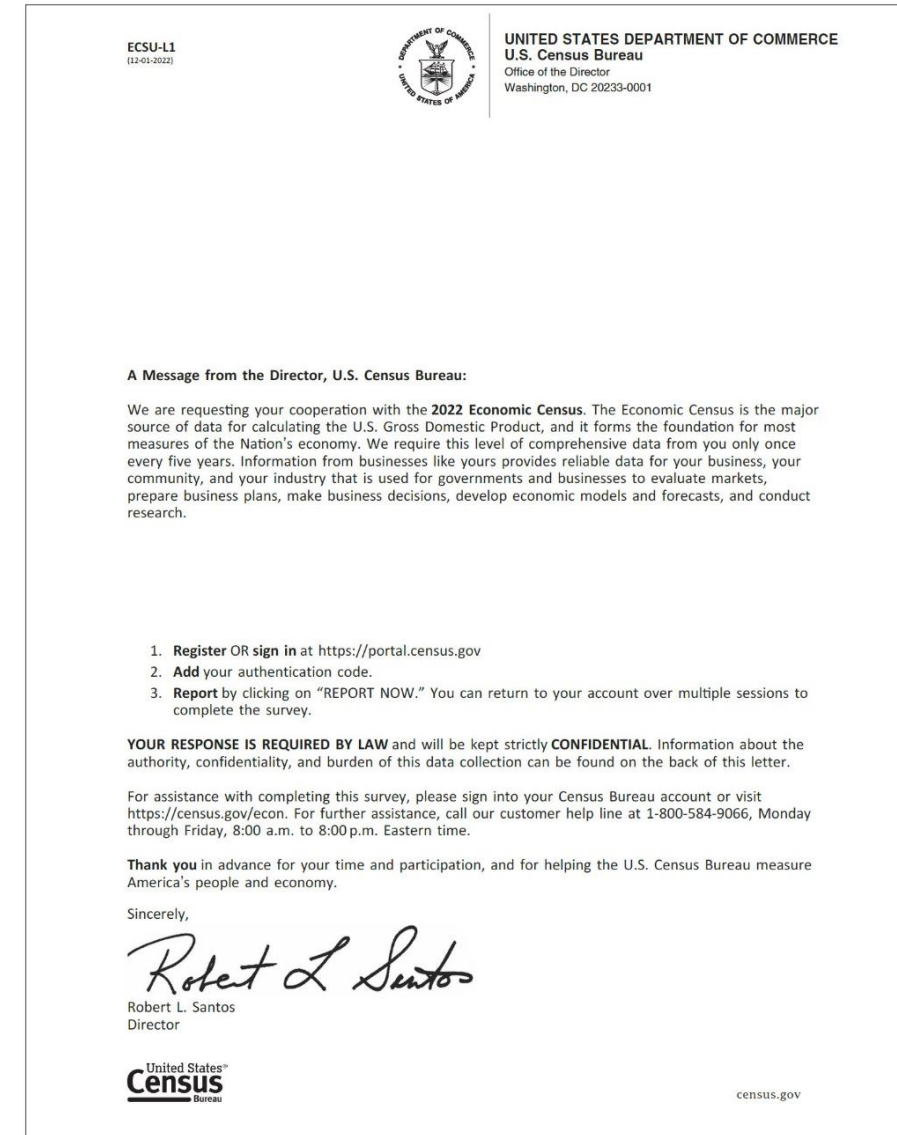
There are more than
~ 30 million businesses
in the United States

~ 8 million are
employer business
establishments

~ 4 million
receive the
Economic
Census

2022 Economic Census Mailout

- Official letters were mailed out January 31.
 - Letters include unique authentication codes for companies to access survey online.
- Respondents are instructed to set up an online account on secure website to complete survey.
 - Similar to other online accounts with email username, password, security questions
 - Response URL is portal.census.gov
- Help is available online and via telephone.
- Response deadline was March 15.



About the Data Provided

- The Economic Census provides the most comprehensive data available. It is the only official source of statistics down to the local level.
 - First data release is planned for early 2024.
- Responses from each company are aggregated to create official statistics for all U.S. industries and geographies.
 - Information from individual businesses can never be shared – Census is required by law to protect confidentiality.
- The Economic Census also sets the statistical benchmark for all other economic surveys – making analysis for annual, quarterly and monthly surveys possible.
- Results from all Census economic surveys are free and available online for companies to use for business planning.



Our message for businesses who
receive the Economic Census:



Your Response Makes a Difference

American Community Survey (ACS)



The American Community Survey

Outline

- **American Community Survey (ACS) basics**
- What kind of housing is in the area? What are the costs?
- What are the demographics of the market?
- Stay connected and learn more

The American Community Survey

Introduction to the ACS



- New to the American Community Survey (ACS)?
- Please see the video “Introduction to the American Community” Survey
- The first module of the recently launched course titled "Discovering the American Community Survey."
- The comprehensive course is designed for researchers, students, grant-writers, local planners, business owners and those who need to understand and access the fundamentals of the ACS in order to use our data.

census.gov/data/academy/courses/discovering-the-american-community-survey.html


The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality


- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** addresses and helps inform how more than a trillion dollars in federal funds are distributed each year
- Covers **40+ topics**, supports over **300** evidence-based federal government uses
- Three key annual data releases:
 - 1-year Estimates (for large populations, geographies of 65,000+ population)
 - 1-year Supplemental Estimates (for small populations, geographies of 20,000+ population)
 - 5-year Estimates (for very small populations, geographies down to Census Tracts and Block Groups)

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 **United States Census Bureau** **The American Community Survey**

Start Here


You have two ways to respond:

 Respond online today at:
<https://respond.census.gov/acs>

OR

 Complete this form and mail it back as soon as possible.

Your response is required by law.
The American Community Survey is conducted by the U.S. Census Bureau. This survey is one of only a few surveys for which all recipients are required by law to respond. The U.S. Census Bureau is required by law to protect your information.

 **If you need help or have questions about completing this form, please call 1-800-354-7271.**

Text Telephone (TTY):
Call 1-800-582-8330.

¿NECESITA AYUDA? Llame sin cargo alguno al 1-877-833-5625.

For more information about the American Community Survey, visit our website at: <https://www.census.gov/acs>

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name MI

Area Code + Number -

How many people are living or staying at this address?


- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2 - 7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1(2023)**
(05-16-2022)

OMB No. 0607-0810
OMB No. 0607-0936



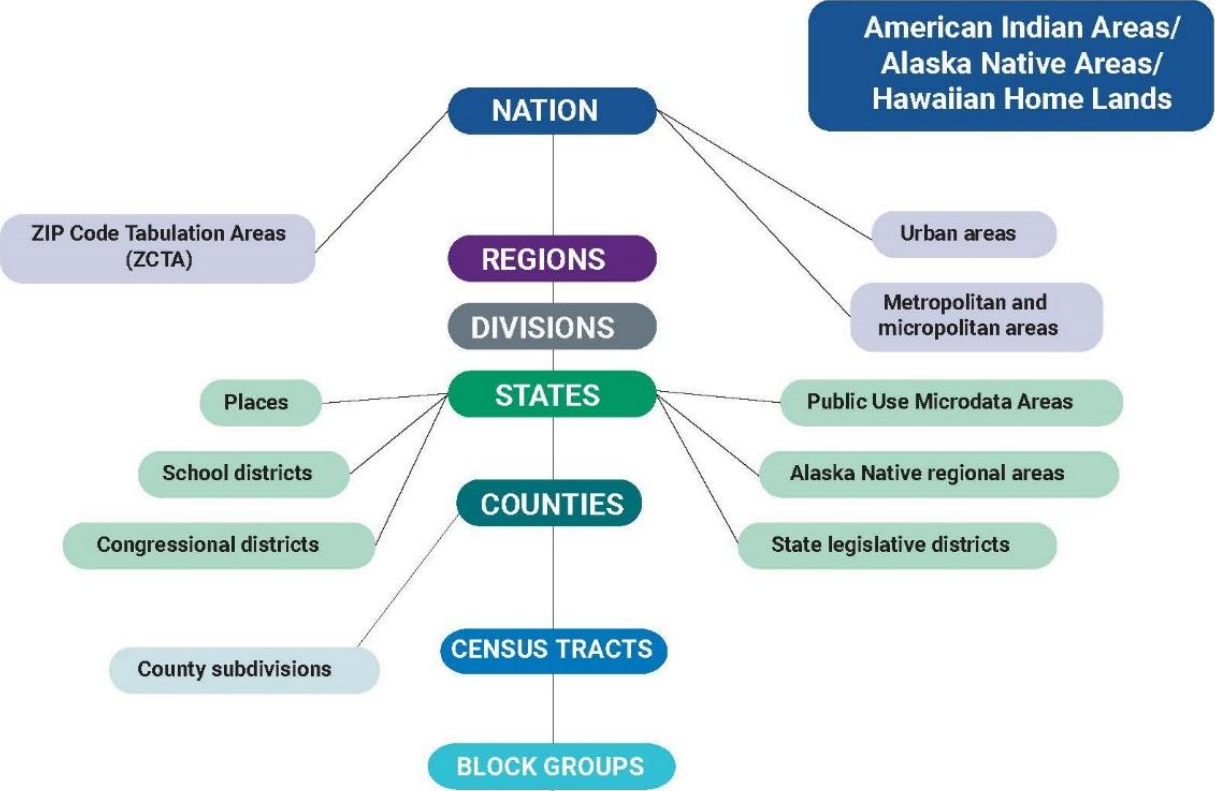
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Citizen Voting Age Population Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built Year Moved In
	ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Income Industry & Occupation Weeks Worked	

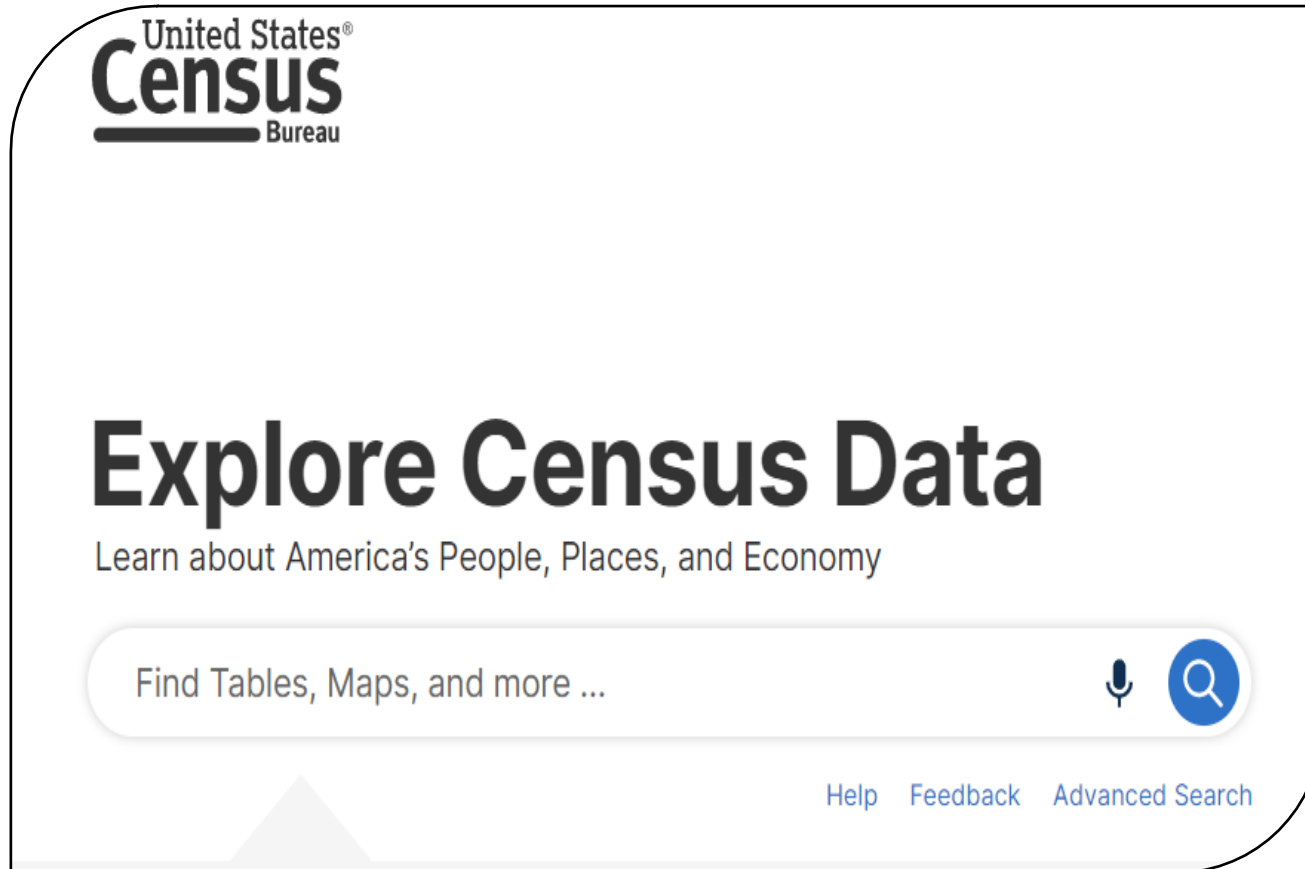
The American Community Survey

Selected Census Geographic Concepts



The American Community Survey

data.census.gov



Features:

- Census Bureau's main data dissemination platform
- Filter by geography, surveys, topics, and years
- Download data files and/or create customized maps
- Includes ACS data from 2010 to present

data.census.gov

census.gov/data/what-is-data-census-gov.html

The American Community Survey

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The American Community Survey

Subject Definitions

- Selected Monthly Owner Costs include:
 - Mortgages, deeds of trust, contracts to purchase, or similar debts on the property (including payments for the first mortgage, second mortgages, home equity loans, and other junior mortgages)
 - Real estate taxes
 - Fire, hazard, and flood insurance on the property
 - Utilities (electricity, gas, and water and sewer)
 - Fuels (oil, coal, kerosene, wood, etc.)
 - Monthly condominium fee for condominiums
 - Mobile home costs (personal property taxes, site rent, registration fees, and license fees)

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The American Community Survey

ACS Main Page

United States[®]
Census
Bureau

Partners

Researchers

Educators

Survey Respondents

News

NAICS Codes

Jobs

About Us

Contact Us

Help

Topics

Data & Maps

Surveys & Programs

Resource Library

Search data, events, resources, and more 🔍

// [Census.gov](#) / [Our Surveys & Programs](#) / [American Community Survey \(ACS\)](#)

Within Our Surveys & Programs

[About the ACS](#)

[Respond to the ACS](#)

[News & Updates](#)

[Data](#)

[Microdata](#)

[Guidance for Data Users](#)

[Geography & ACS](#)

[Technical Documentation](#)


American Community Survey (ACS)

The [American Community Survey](#) (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

Featured

Respond to the ACS

Learn the different ways to respond to the American Community Survey -- online, by phone, by email. Read our FAQs or call us for more help with the survey.



census.gov/acs

United States[®]
Census
Bureau

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The American Community Survey

Stay Connected



Share Your ACS
Data Story



Join the ACS
Data Users Group



Sign Up for
Email Updates



Building Permits Survey (BPS)





**Building
Permits
Survey (BPS)**

The Foundation Of Our Construction Indicators

- Measures the number and valuation of new housing units authorized by permit
- Key input to our construction indicators
 - New Residential Construction
 - New Residential Sales
 - Construction Spending
- Estimates released monthly and annually for U.S. total and:
 - 4 Census Regions and 9 Census Divisions
 - All metropolitan areas
 - All states
 - All permit-issuing counties
 - All permit-issuing jurisdictions



**Building
Permits
Survey (BPS)**

Strengths

- **Leading**
 - Permit is issued before construction begins
 - Component of the Conference Board's U.S. Leading Economic Index
- **Large**
 - Requests local governments to self-report so collection costs are low and response rates are high
 - Both monthly and annual BPS programs cover all permit-issuing jurisdictions
 - Permits are public information – not subject to confidentiality restrictions
- **Local**
 - Detailed local data are available both monthly and annually



Building
Permits
Survey (BPS)

BPS Current Methodology

- Voluntary survey of the 20,000 permit-issuing jurisdictions in the U.S.
- Cutoff sample of jurisdictions surveyed monthly
 - Target collection to places that issue 6 or more permits annually based on previous three years
 - These 8,400 places account for roughly 99% of all units authorized
 - Rely on modeling for remaining low-activity places
- All places not collected monthly are surveyed annually
- Place level estimates are summed to create all higher-level aggregates



**Building
Permits
Survey (BPS)**

Data Products

- Measures
 - number and valuation of permitted housing units
- Granularity
 - Monthly, year-to-date, and annual
 - U.S., Region, Division, MSA, State, County, Jurisdiction
 - Total, 1-unit, 2-unit, 3/4-unit, 5+ units
- Available on-line - <https://www.census.gov/construction/bps/>
 - Excel
 - ASCII
 - Tableau Visualization
 - Complete .CSV file (coming soon)
- Timing
 - Preliminary Monthly – 12th workday of following month @ 8:30am
 - Revised Monthly – 17th workday of following month @ 8:00am
 - Annual – 1st workday in May of following year



Building
Permits
Survey (BPS)

BPS: Modernization Efforts

- Redesigning the BPS sample
 - Completed in February 2022
 - Transitioned from probability sample to cutoff sample
 - Now provides complete local estimates on a monthly basis
 - Positions program to maximize use of alternative data sources
- Continually updated target universe
 - Transition from 2014 target universe to an annually updated universe began with the January 2023 monthly BPS data
- Alternative permit data sources
 - Purchase 3rd party permit data feeds to reduce reliance on traditional collection and voluntary reporting
 - Leveraging data science methods for permit classification and geolocation
 - Initial use of data began in May 2023



Building
Permits
Survey (BPS)

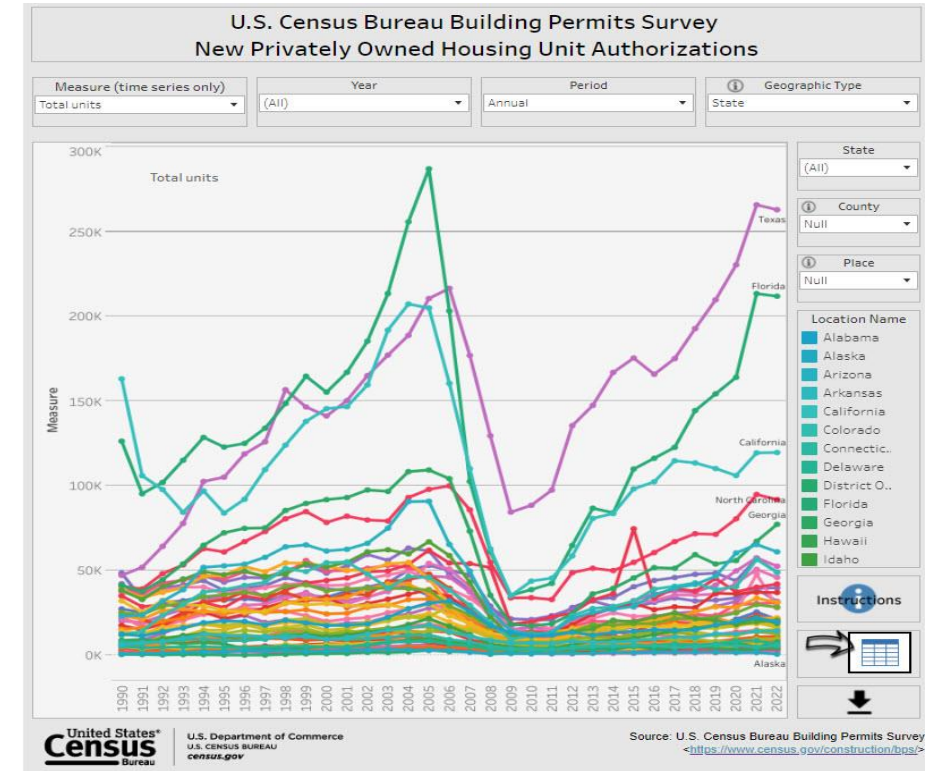
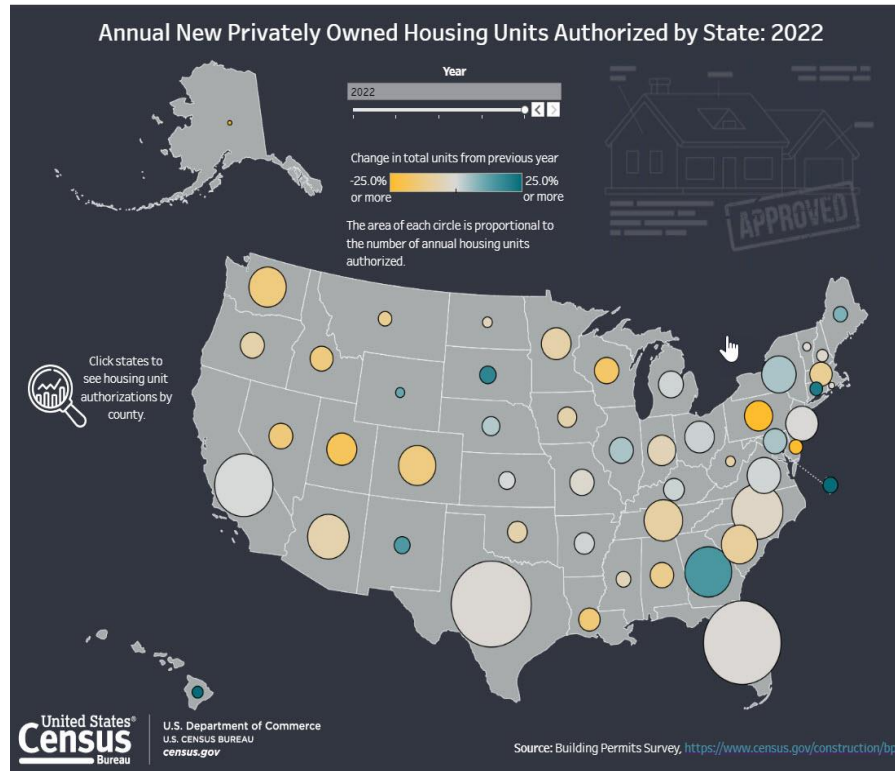
BPS: Future Improvements and Research

- Micropolitan area data
- Research additional or optimal revision span for monthly data
- More frequent permit-issuance status updates from non-permit jurisdictions
- Increase use of 3rd party or public use permit files to supplement respondent reported data



BPS: Visualizations and data tools demo

Building Permits Survey (BPS)



https://www.census.gov/construction/bps/data_visualizations/



Building
Permits
Survey (BPS)

Questions/contact info

Have questions or comments? Reach out to us at:

Bill Abriatis

301-763-3686

William.m.Abriatis@census.gov

Residential Construction Branch

eid.rcb.customer.service@census.gov

301-763-5160

Q & A and Thank You!

Contact Information:

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1-866-805-5993

acso.users.support@census.gov

William Abriatis

301-763-5160

eid.rcb.customer.service@census.gov

For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

To schedule additional training with a Census Data
Dissemination Specialist in your area, please call **844-ASK-DATA**

Or email us at: **census.askdata@census.gov**

Reference Materials

Key Census Bureau Terms

- NAICS (North American Industry Classification System)
 - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
 - Our collection/tabulation level
- Employers (vs. Nonemployers)
 - Most programs only cover employer businesses
 - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
 - Protects business privacy and confidentiality`



North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

NAICS Hierarchy



Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

